



NEWS RELEASE

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District: District 7, Los Angeles and Ventura Counties
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FOR IMMEDIATE RELEASE

FREEWAY TRAVEL TIME SIGNS EXPANDED -- 18 ADDITIONAL ELECTRONIC SIGNS ADDED TO ASSIST COMMUTERS *System Helping Motorists Plan Their Commutes*

Los Angeles -- The California Department of Transportation (Caltrans) will enter the third and final phase of providing estimated travel times on electronic freeway message signs beginning at noon on Monday, June 26.

Phase 3 will add 18 additional electronic freeway signs displaying estimated travel times to various destinations across Los Angeles County – bringing a total in Los Angeles and Ventura Counties to 50. The signs are putting travel time information into the hands of motorists, in order to assist them in making decisions about their commutes. “This visual method of communication is providing commuters with an additional informational tool to plan their travels,” said Douglas R. Failing, District Director for Caltrans District 7 covering Los Angeles and Ventura counties.

Caltrans is confident that commuters will come to rely on this informational tool to assist them in their travels by helping them to save time, relieve congestion and improve mobility.

The pilot project (Phase 1) began in August, 2005, posting estimated travel times on 14 electronic freeway signs on selected routes throughout the greater metropolitan Los Angeles area.

On February 2, 2006, Phase 2 deployment expanded and enhanced the project by adding 16 additional signs to intermediate locations on existing Phase 1 project routes. Phase 2 brought the total allotment of estimated travel time message signs to 30.

On Friday, June 2, 2006, the project was expanded to Ventura County. Two signs were added to the system on the northbound Ventura Freeway (U.S. 101), at Westlake Boulevard in Westlake Village and southbound at Ventu Park Road in Thousand Oaks.

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Estimated travel times, presented in five-minute increments, are based on information collected from roadway embedded traffic sensors, and are providing motorists with real-time estimates to various locations, such as major freeway interchanges and well-known destination points – for example:

RTE. 110	10 MIN
DOWNTOWN	15 MIN (Los Angeles Civic Center)
LAX	20 MIN (Los Angeles International Airport)

Estimates are not based on travel times for motorists traveling in the High Occupancy Vehicle (HOV), or carpool lanes.

Although the travel times are based on current real-time information, Caltrans is cautious to note that the actual traffic conditions can change rather quickly. For example, a traffic accident could immediately impact traffic in an area before the message signs would receive an updated message. Conversely, emergency response personnel may be able to clear an accident or debris from the freeways, relieving traffic congestion, before the message signs would receive an updated message. A major incident, Sig-Alert or child abduction Amber Alert will supercede the estimated travel time displays.

Caltrans will continue to monitor public feedback and encourages comments from the motoring public by visiting their website at www.dot.ca.gov/dist07 -- and filling out a brief survey. Caltrans will use the information as a basis to continually fine tune and improve the CMS travel time operation; and will also continue to collect traffic flow congestion data to study and evaluate the effectiveness of this service.

Caltrans District 7, located in the Los Angeles area, has been a national leader in the delivery of advanced traffic solutions. “The goal is not only to provide citizens with additional time to spend with their families, but also to deliver safer and more efficient freeway systems, leading to improved mobility and congestion relief for California’s motorists,” added Failing.

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